

9.105

REPORTER

OF DIRECT ADVERTISING

AUGUST, 1938

OFFICIAL MONTHLY PUBLICATION OF THE DIRECT MAIL ADVERTISING ASSOCIATION, INC.

THE LIBRARY OF THE

FEB 14 1939

UNIVERSITY OF ILLINOIS

STEVENS HOTEL

A GOLD PALM FOR
THE PHOENIX FLAME—
SEE PAGE 4

DIRECT MAIL ADVERTISING ASSOCIATION CONVENTION, CHICAGO, SEPT. 28-30, 1938

PHOTO BY CHICAGO AERIAL SURVEY COMPANY



CONDITIONED FOR SPEED

GLATFELTER SPRING GROVE BOOK

Use SUPER for true halftone reproduction, ENGLISH FINISH for lustre and depth of color and ANTIQUE for mellow line and type effects. Get acquainted with this economical paper.

Write for samples

An otherwise efficient organization occasionally does not attain its top production speed. Unnecessary time-consuming operations are permitted to interfere with "on-time" schedules.

Every duplicated or unnecessary operation in the P. H. Glatfelter Co. plant has been eliminated . . . elapsed time between production steps has been reduced to the minimum . . . the little delays between production and delivery have been searched out and corrected. Like the carefully trained race horse, Glatfelter production has been *Conditioned for Speed*.

This ceaseless watchfulness accounts for the speedy production and delivery of high quality papers by

GLATFELTER

P. H. GLATFELTER CO. ESTABLISHED 1864 SPRING GROVE, PA.

Manufacturers of

BOOK • BOND • OFFSET • MIMEOGRAPH • DUPLICATING • TABLET • ENVELOPE • SPECIALTIES

THE REPORTER OF DIRECT ADVERTISING

OFFICIAL PUBLICATION of the DIRECT MAIL ADVERTISING ASSOCIATION
PENNSYLVANIA HOTEL • NEW YORK, N. Y.

Editor . . . Henry Hoke
Associates . . . All of the
Members of the D.M.A.A.

VOL. I

AUGUST, 1938

NO. 5

The Search for the extra Margin . . .

LIFE . . . August 15th issue . . . carried a story of the new Sears-Roebuck catalogue covers . . . localized pictorially to nine sections of the country. There is a story behind the story.

For the coming autumn-winter season, all of the mail order houses prepared larger catalogues. They are using heavier paper; more color; more photographs; more art work. They are going the limit . . . with the finest catalogues in history.

One Chicago mail order house printed (for preferred customers) 800,000 special books weighing exactly two pounds each . . . the heaviest, most expensive record to date.

The mail order houses have never been known for a prodigal throwing away of money. They are usually tight-fisted, hard-headed buyers and sellers. One of these mail order men told *your reporter* the inside story.

They can't lower costs of merchandise; they can't lick payroll; they must squeeze the needed extra margin of profit by lowering the percentage of sales cost. They found—by test—how to increase the productivity of their form of selling. They discovered how to get more business per dollar spent.

The secret? They discovered that appropriate showmanship pays. More color, more photographs, better salesmanship in print . . . secures for them the extra margin of profit.

And why have they done this now? Because they believe that business is on the way up—and will continue so. By spending wisely now, they will profit before others have courage to start spending for sales.

That is the frame of mind of the big users of the mail. That is the frame of mind of those who will attend the 21st Annual D.M.A.A. Convention. Is there a new extra margin?

Chicago may be the right place to find the answer. For in Chicago . . . direct mail was born. And in Chicago . . . it is being reborn.

H. H.

YOUR FORUM

Snatches of letters and ideas from members. Readers are urged to answer . . . or throw their own hat in the ring.

How to get more for our Advertising Dollar!

I hope you will emphasize to your readers the hearty invitation Chicago extends to them to attend the 21st Annual Convention. This is the birthplace of the D.M.A.A. and it is very fitting that this coming-of-age convention should occur here.

It is the thought of the convention committee that this convention can and should do one thing well—help everyone of us to use direct mail most efficiently. Therefore, the convention will be intensely practical—a thoughtful study of successful direct mail use by others and a plan for our own better employment of it under today's conditions.

We all face the same problems on our jobs—how to cut costs and yet get more business—how to get more for our advertising dollar—and how to be ready for any business pick-up. Our program is planned directly to give every delegate a practical plan for deciding where and how direct mail will help him and a formula for its use.

*Elon G. Borton, General Chairman,
Convention Committee, LaSalle Extension University, Michigan Avenue at 41st Street, Chicago, Illinois.*

Well! Well!! Well!!!

Current issue of *The Reporter* simply SWELL—love the simplicity—humanness—and meatiness of it. It tells things.

Walter Koch, Stormville, New York.

REPORTER'S NOTE: Always get a kick out of a letter from Walter Koch. All written or printed by hand in his inimitable style . . . with big letters spread over the page . . . and the page may be any kind of size or quality. Gets attention, as his advertising does!

YOUR FORUM

(Continued)

Colorful

Under separate cover you will receive copies of our House Magazine, **THE CONTACTOR**.

Designed primarily to carry a friendly message each month to customers and prospects, it has attracted such favorable attention in some offices that the man to whom it was addressed never got it. Someone else, who got to it first, helped himself. We licked that by sending the magazine direct to the man's home.

We have not tried to sell anything but the friendly personality of our organization, yet the installations of our apparatus featured in the magazine have won favorable attention.

There are no clipped jokes—all subject matter is produced inside our organization, and we've been told that **THE CONTACTOR** is unique in the industrial field.

We hope you'll find the colorful covers, general format, and subject matter interesting enough to squeeze their way into your busy day.

Ernest C. Roberts, Adv. Mgr., The Clark Controller Company, Cleveland, Ohio.

REPORTER'S NOTE: *Colorful* is right! Eight pages (plus colorful cover) of good sense in each issue. No wonder it is doing a good job. I hope, Mr. Roberts, you can attend our house magazine editors forum in Chicago. Your use of color is delightful. On the seven covers sent, you have only used black as one of the colors just once. One issue uses no black inside. You and Herbert Schild of Chicago should get together. This fellow Schild visited *your reporter* the other day with his new foot thick book called "The Color Prophet". I was too amazed to comment. He has worked on it for fifteen years. It has about 175 sections, showing combinations of two colors. Each section shows 148 possible variations in treatment by benday or halftone combination, plus a lot of other combinations of reverse plates, tint blocks, etc. It is all color-indexed for intelligent use by those who want their colors right . . . and different. It will, no doubt, be shown at the D.M.A.A. exhibit.

"Don't talk to me about lawyers, my dear. I've had so much trouble over the property that I sometimes wish my husband hadn't died!"

—The Michigan Mutual Shopman.



A Gold Palm to the Flame

It will not turn his head in the least, this getting a *gold palm* for achievement,—because his work has received so many awards and words of praise.

But we will paste the shining label on Harry Higdon of Phoenix Metal Cap Company of Chicago—not for just one issue, but for all his one hundred and forty three numbers of *The Phoenix Flame*. It is, without any doubt, the world's most beautiful and effective house magazine. It is now in volume 13, number 7; except that with typical Higdon originality it is called *Blaze* 13, *Spark* 6. In these thirteen and a half years, no two issues have been alike. The magazine has gradually absorbed all of the other direct mail advertising of the company, and nearly all the other advertising. It has become the concentrated monthly merchandiser of Phoenix products, policies . . . without over-emphasizing its commercialism.

This magazine—this monthly direct advertising representative—combines the best of art, typography, copy and materials. It has won a place in the Direct Mail Leaders for four years. It has won awards from the American Institute of Graphic Arts and from the Society of Typographic Arts—with odds and ends of prizes for this and that.

Each issue, as we've said is different in appearance, though standardized to the best size—8½ x 11.

Type and layout harmonize as much as possible with the varying editorial slant of each issue. For example, the 1936 series covered the countries of the world—type and layout harmonized with the country selected. The 1937 series described the sections of the United States—rugged for the West; conservative for New England; quaintness for the South, etc. This year *The Flame* selects the life and culture of America—art, music, literature, sport, stage, government, business, science. Each issue reflects in type and pictures the mood of

the subject. And all the while, a consistently good job of merchandising of the company and its products.

No use to try to illustrate the Flame in these pages. You must see it . . . to understand fully and appreciate it. The Flame burns brightly . . . setting a brilliant standard for others who would achieve greatness.

At this point, *your reporter* recalls that this preamble serves as an introduction of the Guest Editor for the September issue of *The Reporter*. The next issue will reach you about ten days before the 21st Annual Convention of the D.M.A.A. It will be edited, and its production will be supervised by Harry Higdon. That is all that need be said—to assure you that the September *Reporter* will be something startlingly unusual—to celebrate the coming of age . . . of direct advertising. Watch for it!

A Check Up for Your Business

Health authorities advise an annual check-up . . . to maintain and assure physical fitness. Why not an annual check-up to assure your business welfare . . . your advertising and selling.

The 21st Annual D.M.A.A. Convention will provide the opportunity for such a check-up. Business diagnosticians will put selling under a microscope . . . and will check the ingredients of direct mail (the most selective form of selling) . . . to find the scientific reasons for successes . . . and failures.

It will be a clinical conference for serious sales executives who want to know facts. An unemotional survey to discover prescriptions for profit. Readers of *The Reporter* are invited to check their advertising and sales health . . . by attending the D.M.A.A. "coming of age" party. You should be at the Stevens Hotel, September 28, 29 and 30.

Here is an outline of the Program:

Wednesday, September 28. First Clinical Conference. Subject: Diagnosis. 9:45 A.M. until 12 Noon

Lloyd Herrold, Department of Marketing, Northwestern University, Program Chairman of the 21st Annual D.M.A.A. Conference, will give a condensed review of the plan of this scientific check-up of direct advertising. Four successful practitioners will assist him. (1) A demonstration of advertising technique . . . used successfully to teach salesmen the correlation between all advertising and sales activities. (2) Case histories of the examination of varied businesses, and what the correct diagnosis revealed and developed. (3) A diagnosis of a complex organization with ramified distribution and outlets. (4) The

YOUR FORUM

(Continued)

The Solution

I inclose a clipping from the July 23 issue of "Marketing" which certainly makes a bull's-eye. Why not do something about this? I have an idea that you would hit a responsive note right here. The account executives seem to have run away with the conventions of late and have left the copywriters, artists and idea men tied up in the work-shop instead of on the platforms. At least, it's an idea.

H. C. Lowrey, *Copeland Press, 36 Toronto Street, Toronto, Canada.*

The Clipping:

● "We wonder sometimes why the creative men get such poor representation at conventions," remarks *Wold's Press News*. "Don't copywriters, artists, account executives, want to discuss the detail problems of day-to-day advertising? Aren't there new developments in type, layout, storytelling, coupons, premiums, local tests, and the rest to be talked about? . . . the convention tends to pre-occupy itself far too much with 'human' problems that will probably never be settled."

REPORTER'S NOTE: I suggest, Harold, that you advise the writer of the item in *Marketing* to attend a D.M.A.A. Convention. There is one spot where generalities are scorned. D.M.A.A. Conventions are known for facts and figures. The Chicago program will be solid meat throughout!

Another from Florida

We like *The Reporter* very much—find it quite interesting and have been glad to pass your invoice for payment.

E. L. Pizzetta, *Vice Pres., Thompson & Company, Inc., Tampa, Florida.*

The Leaders Travell

The Direct Mail Leaders portfolios arrived and we showed them as we had planned. The four days that they were on display at the Hotel Bond, we had nearly 1,000 people look them over.

I'll be sure to send the portfolios to Cincinnati so that they will arrive there in ample time for their showing.

We very much appreciate your letting us have this display. Thank you.

Fred Baker, *Frederick E. Baker, Inc., Hartford, Connecticut.*

YOUR FORUM

(Continued)

That Gentle Touch

On my return from a fishing trip, I find your questionnaire, having to do with the Chicago Convention.

It is rather brave of you to send out such a document, and, no doubt, you will receive plenty of criticisms and some little aid. However, don't expect any criticisms from this office. I have had a little to do with conventions and appreciate the many difficulties which have to be overcome. Besides, I believe that nearly all of the D.M.A.A. Conventions have been ably handled . . . even the road shows that followed the main event. If any improvements can be made, I also feel that the committee in charge will be able to make them, and will know about them first.

H. J. Higdon, Adv. Mgr., Phoenix Metal Cap Company, Chicago, Illinois.

REPORTER'S NOTE: No side shows. It is all a main event this year. Incidentally, Harry Higdon will be chairman of the House Organ Editors Forum at the Chicago Convention.

Oh Yeah!

I was very much interested in the cover picture of the July issue of *The Reporter* from an advertising standpoint. Now, Henry, when it comes to selling yarn, this picture is seriously defective. There is no action and no means of getting returns. I should suggest that at the bottom of the picture you put the following:

Telephone Number 10 coupons
Address 50 coupons
Date 100 coupons

Robert K. Orr, Lansing, Michigan.

Correcting Sam Slick

In the June issue of *The Reporter*, that excellent advertising writer, Sam Slick, stated that the Sun Life Building in Montreal, with its twenty stories, was the tallest building in the British Empire.

Will you please tell Sam that the Canadian Bank of Commerce Building in Toronto is thirty-four stories high. Fancy that!

A. S. Alexander, Adv. Dept., D. Gestetner (Canada) Limited, 117 King Street, West Toronto, 2, Canada.

A Check Up for Your Business

(Continued)

one man advertising department will receive its deserved recognition from the experts and practical consultants.

Luncheon Meeting, 12:30 to 2:00 P.M.

Mass meeting of all delegates and the members of the Chicago Federated Advertising Clubs with noted business speakers.

Consultation and Study Groups—2:30 until 6:00 P.M.

Delegates will divide into seven groups for informal discussions . . . meeting in adjacent rooms. Expert diagnosticians acting as chairmen. This first afternoon will be devoted to consideration of mechanical or detail elements. Delegates may visit all groups or those of personal interest. An answer for every question.

Group Divisions:

1. Paper Selection
2. Envelope Specifications
3. Production and Process Discussion
4. Letter and Copy Improvement
5. Postal, Mailing and Legal Problems
6. House Magazine Editors Forum
7. Agency and Counsellors Methods

Thursday, September 29. Second Clinical Conference: Subject: Formula. 9:45 A.M. to 12 Noon

Program Chairman, Lloyd Herrold, will introduce the discussion of *Formula*—and will be assisted by five consultants who have successfully developed specific formulas for the needs of their own businesses. Five case histories will cover almost the entire scope of direct advertising.

1. A Formula for Pump Priming (Preceding, following, coordinating salesmen)
2. A Formula for Keeping Customers
3. A Formula for Selective Approach
4. Direct Selling Needs a Quick Reacting Formula
5. A Common Denominator for All Formulas

Luncheon Period—12 Noon to 2:30

This period has purposely been left open so that the various study groups may have private informal luncheons for further discussions.

Consultation and Study Groups—2:30 to 5 P.M.

As on first day, delegates will divide into study clinics—each supervised by a host diagnostician and assistants. Each a specialist in his own field. Graduating from the mechanical discussions of previous day, the groups will consider the broad application of direct advertising to specific fields:

- | | |
|---------------|-------------------|
| 1. Industrial | 4. Social Service |
| 2. Retail | 5. Insurance |
| 3. Financial | 6. Direct Selling |

Friday, September 30. Third Clinical Conference. Subject: Application. 9:45 A.M. to 12 Noon

The Program Committee will turn . . . in its study of *Application* . . . to the greatest source of successful case histories. Four of the Fifty Direct Mail Leaders of 1938 will outline their successful application of the prescription for profit. Cases will be selected on the advice of the judges, not because they are the best of the fifty, but because of their wide application, their general interest, and their varied appeal. An effort will be made to cover the four inter-related types of application—namely, conservative, spectacular, institutional and specific.

Afternoon Session: Mass Clinic of all delegates with the *Fifty Leaders* answering questions.

MISCELLANEOUS INFORMATION ABOUT CONVENTION!

Exhibits:

D.M.A.A. exhibits annually attract thousands of business executives because they are sources of inspiration and of facts. This year, in addition to the Fifty Direct Mail Leaders, there will be a foreign display; a classified collection of the best Chicago produced direct mail—AND—a presentation of the pieces awarded a *Gold Palm* by *The Reporter*. The valuable and instructive exhibits arranged by manufacturers of supplies and equipment—and by the producers of direct mail, will, as usual, be the high spot. The exhibit will be open from 9 A.M. until 10 P.M. on September 28, 29 and 30.

Entertainment:

D.M.A.A. Convention Committees never over-emphasize entertainment features. There are so many sessions, so much serious work to do, so many kindred-minded people to meet, so many exhibits to see . . . that little time is left for fun. But . . . there will be the yearly banquet on Thursday night at seven. A speakerless, entertaining get-together! For the rest of the fun . . . well . . . Chicago is *CHICAGO*. The Women's Advertising Club of Chicago is arranging a "keep busy" schedule for the wives of the delegates. The Annual Business Meeting of the members of the D.M.A.A. will be held during a dinner Wednesday evening.

Registration and Other Details:

Everyone interested in direct mail is eligible to attend the Convention. It is not necessary to be a member of the D.M.A.A. The registration fee is \$5, and may be paid in advance to Chester Price, D.M.A.A. Convention Treasurer, City National Bank & Trust Company, 208 S. LaSalle Street, Chicago. Registration desk will open for early arrivals twelve noon Tuesday, September 27th. Badges, programs, etc., will be ready. Admittance to general sessions and group clinics will be limited to those bearing registration badges. Luncheon and banquet fees extra. Make room reservations early at the Stevens Hotel. Be prompt at all sessions . . . for all will start promptly. Bring your note book. Fill it with *prescriptions for profits*.

THE "SUCSESSES OF 1938" WILL GUIDE YOU TO GREATER PROFITS IN 1938.

YOUR FORUM

(Continued)

Mail Order Knowledge

This subscriber wishes to give a little credit and ask two questions. First, there was certainly a real need for an organ dealing with direct mail activities, and I'm sure that *The Reporter* is filling it.

Second, can you name a good practical work on the methods and problems of mail order businesses?

Francis E. Lee, Adv. Mgr., Frank C. Snedaker & Company, Inc., Ninth and Tioga Streets, Philadelphia, Pennsylvania.

Dear Mr. Lee: We like Earl Buckley's book, "How to Sell by Mail" published by McGraw-Hill Book Co., 330 West 42nd Street, N. Y. C. Price \$2.00. It is breezy, concise—like his articles in *The Reporter*. Also, would suggest you read Roland Hall's "Mail Order and Direct Mail Selling" also published by McGraw-Hill. Price \$5.00. This is an old book, but still fundamentally sound. Also, attend the D.M.A.A. convention in Chicago, especially to take part in the direct selling departmental headed by John Sweet.

Every One Should Own One!

The D.M.A.A. Flow Chart reached my desk some few days ago and to be perfectly frank, all in my organization were amazed and surprised, not only of the completeness of the chart, but the framing idea is certainly well worth mentioning in glowing terms.

All who have seen this chart are high in their praises and, no doubt, you will receive a number of orders from those who have visited my office and expressed a desire to own one.

H. V. Miles, Adv. Mgr., Cabin Creek Consolidated Sales Company, Cincinnati, Ohio.

A Good Fight!

Maybe I'm wrong, but I gathered from your "Let's skip it for the present" review of nursery advertising that you have been prodding through the nursery material with one hand—and holding your nose with the other. If something stinks, why not say so?

It seems to me that you're very gentle, editorially, about too many things. What your paper really needs is a good scrap. Start one good fight and you won't have to use so many testimonial letters to fill up YOUR FORUM.

REPORTER'S NOTE: By request, we delete the name of the writer. Can anyone suggest a good fight?

YOUR FORUM

(Continued)

More Flowers . . . and Magazines

Please add my bouquet to those received for your splendid work on *The Reporter*. You are to be congratulated.

Some time ago you distributed with your sample portfolio a number of copies of the Royal Bank Magazine. At that time I intended to put you on our mailing list to receive it regularly but for some reason or other neglected to do so. This is being attended to now and I hope you will enjoy future issues as they reach you. By separate mail I am sending copies of the last four issues which, I think, show further improvement on our previous efforts.

J. C. Nelson, Manager, Advertising Department, The Royal Bank of Canada, Montreal, Canada.

REPORTER'S NOTE: We like to receive house magazines. Will all readers put us on their mailing list?

A Canadian Customs Relief for D.M.A.A. Members

I discovered the following information during the process of clearing through the Customs, a package of material recently arrived from the D.M.A.A. Library.

The Tariff Board at Ottawa, handed down a decision dated April 14, 1958, known as file No. 194961, which classifies all reference material sent out to members on loan, as *free of duty*. It specifically mentions the Direct Mail Advertising Association and refers to the Library service.

I suggest that you verify this information and notify all Canadian members that by referring to this file and its number on the entry form at the Customs, delays will be reduced to a minimum.

R. Hope, Salesmail, 3 Wellington St., East Toronto 2, Canada.

REPORTER'S NOTE: Canadian members please clip and show when packages are held up. We'll work for speedier service on our end, too!

Showman likes Chart

We think your new chart is splendid, especially the fact that it is in compact frame that will keep chart in good shape for long time.

John E. Hennegan, The Hennegan Company, "Showmanship in Printing", Cincinnati, Ohio.

Who Opens Your Mail?

A D.M.A.A. member recently wanted the latest information about the handling of incoming mail. Who opens it? The D.M.A.A. Librarian wrote to 80 organizations (large and small) and asked for the disposition of the mail when addressed in five different ways—and for each of the four classes of mail. To date, 46% or 37 companies have given us a complete report. Here is the summary of the survey:

	Delivered to Person Addressed	Opened and Routed to Party Interested
Envelopes addressed to individual, without title in company on envelope	Unopened 37
Envelopes addressed to individuals with title in company on envelope..	Unopened 27	Opened 10
Envelopes addressed to company with "Attention" to individual on envelope	Unopened 9	Opened 28

ENVELOPES ADDRESSED TO COMPANY BUT NAME OF AN INDIVIDUAL ON PIECE OR LETTER

Opened by Mail Clerk.....	36	Sent to Individual Names... 36
Opened by Office Mgr.....	1	Sent to Proper Party..... 1

WHEN MAIL IS ADDRESSED TO COMPANY ONLY

Opened by Mail Clerk.....	35	Sent to Proper Dept..... 35
Opened by Office Mgr.....	1	Sent to Executives..... 2
Opened by Adv. Dept.....	1	

Librarian's comments: "All classes of mail are routed as above. Replies indicated specifically that no mail found its way to the 'waste basket' until it had been sent to the individual addressed or the individuals and departments interested in viewing pieces. In the case of magazines and house organs routing slips with names of departments are pasted to piece, to be checked when read by department or individual."

REPORTER'S NOTE: This abbreviated survey may give a clue to a new formula. Many of us were taught that we must have the individual name and must spell the title right, with no abbreviation. The result of this survey would indicate that if you want your solicitation to be opened by your individual prospect (or personal) secretary—you should address your mail without giving title. As—

Mr. John Smith, Jr.
A.B.C. Manufacturing Company
1000 Whatname Street, Chicago, Illinois

One thing is certain. All companies responding indicated a deep respect for the mail. All classes receive the same handling. No mail is disregarded. As a corollary to this report, be sure to read article on mailing lists by George Dugdale.

How to build a mailing list At practically no cost

By GEORGE DUGDALE

Ever since Leo Neanderthal discovered that, if the bids were sent in quantity, more than one girl would accept an invitation to visit his cave and look at his etchings, mailing lists have been widely used. How to build a list at the least expense has, however, been somewhat of a problem in direct-mail advertising circles.

Some rich reward should go to the original discoverer of the basic fact that any list can be doubled or tripled, practically without cost or effort, by merely putting into the file two or three cards for each actual person, but giving the last name on each card a slightly distinctive touch in the form of a little misspelling.

In some cases the increase possible under this plan is almost unlimited. Just to show the possibilities of the idea (it is NOT patented; this is no racket) I am listing below a few variations of the name George Dugdale, as they appear on envelopes which I have been tossing into a drawer.

I realize the field for the really astute misspeller is somewhat limited with a name as plain and ungarnished as mine. There is no possible way to mispronounce a two syllable name as phonetically simple as Dugdale. What a real expert could do with a name like Przeradski to increase a mailing list would probably astound our readers if the facts were disclosed.

If you want me on your mailing list, select any one of the names below. If you want me on your list more than once, select any number of these names you wish. I shall receive your mailings with fair promptness and regularity. Only one word of warning—I never respond to any direct-mail offer unless the addressor has shown some originality in giving me a really distinctive moniker.

Geo. Dugdoer
George Daougdale
G. Digalo
G. Doigdale
Mr. Doughdale
George Douglas
George Dryden
Gus Dryden
Foerge Dugdale
Get Dugdale

Geo. Dungle
Gero Dugdale
George Dugsden
George Dugan
Mr. Quigdale
George Dugden
John Dugdaer
G. Dugdile
Geo. Duydeh
George Duydah

Eugene Dugdale
Geo. Dugdate
George Dugdale
George Dugdall
George Dugaan
George Dugdell
Geo. Durgdal
Geo. Durgdale
Foergle Dugdale
G. Duzdaer

REPORTER'S NOTE: Give this article to person in charge of your mailing list. And rub it in. Also, mailing list houses, please note.

YOUR FORUM

(Continued)

Unique Approach

The attached clipping is a rather unusual piece of direct mail.

The writer was in Winnipeg last week on his return from a two months trip to the coast. One of our travellers happened to be in Winnipeg at the same time, he having motored out to Winnipeg, and his car had an Ontario license. The writer of the attached was evidently wanting to get back to Ontario and used this ingenious method of doing so, noticing the Ontario license on the car he stuck this memo on the windshield.

J. M. Firth, Firth Bros. Limited,
Hamilton, Ont., Canada.

Written on small piece of paper was this note:

Dear Sir:

Would you be interested in having me either drive or assist you on your return journey? Going to new job in Port Arthur. 25 years old. Telephone anytime.

E. Clarke

Tel: 21-547.

What makes a Good Convention

A letter to Chester Price, D.M.A.A. Treasurer, City National Bank and Trust Company, Chicago:

Dear Chester: Here is my \$5.00 for registration for the D.M.A.A. Convention. The theme indicates we are going to have a bang-up good program.

But I find something more important than the program at these meetings. That is, the stimulus of meeting other mailers—the impact of ideas.

Best of luck in promoting your show.

Anthony R. Gould, Circulation
Mgr., United States News, Wash-
ington, D. C.

Helpful and Interesting

Thank you very much for the May and June copies of *The Reporter*. This completes our files and we will attempt to keep them up-to-date.

We have found *The Reporter* very helpful and interesting. We look forward to each issue with as much interest as we have in any publication which we receive.

C. D. Davenport, Advertising Man-
ager, Union Steel Products Com-
pany, Albion, Michigan.

YOUR FORUM

(Continued)

More About Testing

My personal opinion of the entire direct selling proposition is that if any of us devise a good offer and test it accurately on a number of large lists we have found the answer to our entire problem, if those tests work out. For that reason, I think that testing is the backbone of all direct selling, and that is why I am of the firm opinion that Andy Gould has turned up one of the biggest and most important direct mail questions that I have seen in recent years. I would like to see that one question go into very complete discussion at the Chicago Convention.

Two weeks from today we are going to release a mailing of twenty-five thousand identical pieces, all to the same list, but split up into some small and some larger quantities with different keys, to try to confirm what Gould said in his original article, that the small tests do not give accurate figures. I expect that by the time I leave for Chicago I will have the returns on this mailing, which, of course, I will be glad to report at the meeting.

George Dugdale, Delane Brown, Inc., Towson, Maryland.

REPORTER'S NOTE: Those interested in direct selling will get an earful at the departmental group meeting Thursday afternoon, September 29th. John Sweet of Poor's Publishing, former Chicagoan, will be chairman, with George Dugdale, John Walker, Andy Gould, Maxwell Droke and other experts assisting. The testing problem or argument seems to be reaching white-heat and will probably explode with a loud bang in Chicago!

Doesn't Make any Difference

I couldn't get excited over the fact that the ANPA did not mention direct mail in their survey. Don't think it makes the slightest difference in the ever growing volume that has been, and will continue to be used. Don't ever forget that anything fundamentally right cannot fail.

Your program for progress is very good. Listens like the most logical layout you've proposed.

Just keep your feet on the ground and your head clear. This is an era of cold-blooded planning, not emotion.

Jack Carr, Telephone Building, Tampa, Florida.

Faith in tomorrow . . . in all the Tomorrows!

A Gold Palm . . . and a strong handshake . . . to Russell Baum for a letter he wrote to a printer who commented on a phrase (our title) used in a form letter to sell folding machines. After writing to Mr. Jenner and after getting it off his chest . . . Russell Baum decided that the letter should be duplicated and mailed to his salesmen, and then to customers and prospects.

The letter has been read and admired by thousands. Perhaps a few of those thousands will take it to heart . . . will stop bellyaching and talk UP instead of down. The National Salesmen Crusade is in full swing. "Sales Mean Jobs" will be more effective if employers will teach *faith*, will show faith, and practice faith.

Your reporter gives you a great letter. Read it.

Dear Mr. Jenner:

This lack of faith that you mention is, in my opinion, just a passing phase of America's crazy "fad" tendency. It spread like wild-fire, just as "Mah Jong" and "Miniature Golf" and the other fads that became universal over night . . . and were dropped just as suddenly. This fad of individuals worrying over the Government debt and over taxes (when ours are the lowest in the world today) seems to me just America gone hay-wire temporarily over a baseless worry which will suddenly collapse as did every other American fad.

Why worry about the national debt which divided among a hundred and twenty million of us, is not prodigious? There aren't enough figures in an adding machine to total the wealth of this country.

Take a trip by plane, across and up and down this land of milk and honey and see its enormous wealth . . . which divided equally among us makes our puny debt-share infinitesimal. And can the wealth that will result from the industries *that are coming* be even imagined?

Thirty or forty years ago no one dreamed of the wealth that would be produced by the automobile industry, by electrical development, by the air plane, etc. The span of my memory covers dirt roads, coal oil lamps, and a dash in the dark yard at night to the you-know-what. The arrival of the first automobile the writer saw seems but yesterday. Working in a grocery store as a delivery boy, I became the first telephone exchange operator in the county. The Bell Telephone Company was so poor those days that it hired the country grocery store to install the exchange. We had five irate subscribers to start with—irate because when the novelty of getting the connection had worn off (of course, we listened in and enjoyed it) and when the supper shopping rush was on neither the store owner nor delivery boy wanted to be bothered to "connect-em-up" . . . and we let them wait. In six weeks the telephone company tore out the whole works because neither the country storekeeper nor his delivery boy had it in them

to work a telephone exchange, as a side line to weighing sugar and sorting out the rotten potatoes from the ones still saleable. The good old days (?)!

Billions of dollars LESS are owed by individuals and corporations today than were owed in '28 and '29. Failures annually these days are nothing compared to the number of failures in the good old days (or were they good?) of 1927, 1928 and 1929. The banks are bulging with money today, as they used to bulge with shaky loans.

Nature, too, is kind to us. Henry Wallace, with all the laws, can't keep down the crops. The wealth that all the automatic machines of every nature can turn out—will exceed in dollar valuation, the total amount of the national debt.

The United States owns over one-half the world's supply of gold. We are the only country geographically protected from the danger of mob fear or mob hysteria that promotes war.

We . . . with over half the world's gold . . . surely should be entitled to a forty or fifty billion dollar national debt, when the rest of the world put together owning less than half of the gold, has hundreds of billions of debt.

Everything is COMPARATIVE. We have fifty billions of investments in public improvements alone . . . Government buildings, concrete roads, schools, bridges, tunnels, dams, etc. Add the wealth of the corporations. The railroads alone have an investment of about two-thirds as much as the total U. S. Government debt. Why do we call it DEBT when it is our Government INVESTMENT, not debt?

Again I suggest that you take an air plane trip up and down and across and back again and again over the United States. You could go a hundred thousand miles without doubling your tracks or seeing the same place twice. Your experience and your conclusions should agree with mine. I did a great deal of travelling from coast to coast last year by plane—and as I looked down, these thoughts were indelibly impressed . . . that it would be impossible to estimate the replacement value of all the factories (machines and equipment in them) the homes, the farms, in brief, the total wealth of America—it is so many times greater than the national debt.

Many countries which do not enjoy these investment resources are still carrying on. They are bluffing their way through and seem to be even more prosperous, man for man, today than five years or three years or even one year ago. Yet we . . . with everything . . . with wealth a hundred times greater . . . with intelligence and education exceeding the average of any country in any age . . . owning most of the automobiles, most of the telephones, most of the radios . . . we, faddists, forget all about our assets, our wealth, our initiative, our experience, history, our background, our possibilities . . . and we sit down and cry because the Government debt is increased a few billion and taxes are a little higher than they were.

An enormous potential market . . . the dammed up demand for everything . . . the idle money and idle credit is waiting only for a simple change of psychology . . . a dropping of this crazy present-day American fad of negative thinking and false fears. I believe that this fall activity and prosperity will spread like a forest fire.

I have faith in tomorrow . . . in all the tomorrows.

Sincerely, RUSSELL E. BAUM.

YOUR FORUM

(Continued)

Mail Order is only one of the 49 uses for Direct Mail

You are devoting a lot of space to the problems of those fellows who depend entirely upon *direct mail sales* for existence. Are such concerns in the majority? It occurs to me that most users of direct mail advertising do not look for immediate returns from their advertising campaign like the *mail order* advertisers, and I feel that you should devote more attention to this type of direct mail user than you are now doing.

For instance, we use direct mail advertising regularly every month, but we don't sit down and count the orders after every mailing like some of my friends in the mail order business. Whereas we do advertise by mail (and get a lot of business that way), we cannot be educated in direct mail advertising with the same lessons you are preparing for the strictly *mail order* advertiser.

When you get right down to it, every business does some mail advertising, either through especially planned pieces or regular correspondence. What can *The Reporter* give these fellows without taking away from the boys who do nothing but mail business?

David Goldwasser, Atlanta Envelope Company, 505 Stewart Avenue, S.W., Atlanta, Georgia.

REPORTER'S NOTE: We are trying to give a well rounded report of all direct mail uses. Come out to Chicago on September 28th, and you'll get the whole story, evenly balanced.

Convenience

The Flow Chart has established itself, ensconced in its Roll-O-Frame, over my desk at Science Service, which organization is one of my clients.

Before you had the Roll-O-Frame feature, the Flow Chart was just as good in its reminder value as it is now, but I never could figure where to put it, because to get greatest use it should be visible. It should be put where its owner will be reminded all the time that it contains idea-starters *he has always wanted to find compactly in one place*. The new Roll-O-Frame solves the framing problem for almost nothing—25c.—and encourages the purchaser to put the Flow Chart on the wall where it belongs.

Troy M. Rodlun, 4000 Cathedral Avenue, Washington, D. C.

YOUR FORUM

(Continued)

Sales Curve Soars!

We were quite pleased to see that we had received honourable mention in the July issue of *The Reporter*. So far we haven't been sued or threatened but have received many inquiries both from the United States and Canada, and our sales curve continues to soar.

We like your *Reporter*. At first it seemed to contain so much information and the columns at the side were confusing, but we are getting accustomed to that and there is no doubt that it is a mine of information and should be on the desk of every advertising man who is thinking in terms of direct mail.

Mr. Reg Charters and I are looking forward to attending the convention in Chicago in September and are glad to know that the programme is going to deal with the Successes in 1938.

Bacon Brodie, Charters Publishing Company, Ltd., Toronto, Ont., Canada.

We Take it Back

So it is "sedate" you are calling me in your live new magazine, eh? Well, all I have to say is that you'd better consult your attorney. It's libel, that's what it is. You can't go around calling young fellows like me names like "sedate."

You've got to be more careful. Don't think that just because you have started a publication that will make you rich that you can go about the country in your plutocratic way calling us simple country boys such names. You'd better reform and join Jack Carr and me in Florida next winter.

Now let me end this by sending you my best wishes for the success of your new magazine. Certainly no other man in the country is better fitted to give a needed service to the folks in the direct mail field.

Thomas Dreir, Melvin Village, New Hampshire.

Likes Chart and Frame

Your Flow Chart occupies a good spot in our offices and has received favorable comment from all here and many customers. Roll-O-Frame answers the inevitable question of "what to do with it".

Leandro Lewis, Lewis & Mayne, Inc., 558 Sacramento Street, San Francisco, California.

Henry Martin Hits a "Three Bagger"

A SHORT, SHORT STORY

by

EARLE A. BUCKLEY

Author of "How to Write Better Business Letters" and "How to Sell by Mail"

It's tough to get all the way around to third base—and then get put out. Sort of like getting three-quarters of the way to a picnic and then running into a northeaster. Or, as Henry Martin experienced, having a direct mail campaign almost successful, but not quite.

Getting "home" with a mail selling campaign calls for a pretty healthy "hit." You really have to "sock it." But enough of this bandying of words. Let's get to the point.

The fact is, Henry has had another flop.

He developed a product that seemed to have very fine seasonal possibilities, a Fertilizer *guaranteed* to make two blades of grass grow where only one grew before.

Well, there's a market for that stuff as everyone knows, and every home-owner with a fair sized lawn or garden should be a prospect.

This time, Henry prepared his material along strictly orthodox lines. He worked up a letter, folder and order card that would do credit to an old timer. It was appealing to look at. It read smoothly. It was convincing. It offered to send the product entirely on approval for ten days—even allowed the customer to try it out on a plot of ground ten feet square, then return the balance if the fertilizer didn't "speak for itself."

Furthermore, he gave an incentive for buying "now," which as every mail order man knows, is good *result insurance*. And it was something useful and worthwhile, too; a spreader for applying the fertilizer evenly on the soil.

As an inducement for sending cash along with the order, he offered to include free of charge, of course, a Card Index Garden Reference File, something that anyone with a lawn or garden would appreciate and like to have.

Now doesn't that all add up to a good proposition? It seemed so to me too and I told Henry that in my humble opinion, he was at last on the verge of *getting somewhere*.

How wrong I was! That crazy galoot came in to see me last night with tears all over his shirt front.

(Continued on page 14)

FAMOUS FACES *you'll* meet in CHICAGO

Two new faces, Bernhard Modern in both the roman and italic, and Lydian with its accompanying italic are now available and can be seen at Booth 87 in Chicago. You'll find both faces thoroughly practical. They are beautiful because they are intrinsically right, useful because they are complete, and economical because they are ATF... "the best type made."



Some of your older type friends will be there, too: Onyx, Stencil, Romany, the two Kaufmanns, and Stymie Bold Condensed. Showings of these and other faces as well as a thoroughly interesting and worthwhile type exhibition will be at Booth 87.

AMERICAN TYPE FOUNDERS

200 ELMORA AVENUE • ELIZABETH, NEW JERSEY
BRANCHES AND SELLING AGENTS IN 24 PRINCIPAL CITIES

YOUR FORUM

(Continued)

Everyone working for a High Spot!

Glad to hear that the Chicago Convention is going along so nicely, and I trust this will really be a high spot in your activities, and shall look forward to seeing you in Chicago.

A. H. Seyler, President, The Cleveland Paper Company, 1640 Superior Avenue, Cleveland, Ohio.

A Successful Campaign

Our Camden Fire-Works Campaign, which was represented among the 50 Direct Mail Leaders of 1937, has proven so successful that we continued it throughout 1938, and therefore, do not have a new plan to submit to judges this year.

We find your *Reporter* of great interest and hope that you will not allow anything to cramp your present style.

Clark W. Smitheman, Production Mgr., Camden Fire Insurance Association, Camden, New Jersey.

Bring an Army!

I am looking forward to the Chicago gathering with a great deal of anticipation and I will do my level best to spread the good word abroad and bring as many delegates from Canada as I can possibly influence.

Spalding Black, Advertising Manager, "Cellophane" Division, Canadian Industries Limited, Montreal, Canada.

Dynamic

We appreciate receiving *The Reporter*, and think it one of the most interesting business papers in the country. It is packed with dynamic 14.5 one hundredths of a second news items. Attached is our check in amount of \$3.00 for the subscription.

D. Dewey Davis, Resident Manager, Adelphia Hotel, Philadelphia, Pennsylvania.

Good Adjectives

The D.M.A.A. Flow Chart equipped with the Roll-O-Frame is handy, attractive, helpful and inspirational.

A. E. Hammonds, United Business Service, San Antonio, Texas.

Henry Martin Hits a "Three Bagger"

(Continued)

"What are you crying about now?" I asked him.

"You'd cry too if you had spent as much money as I did on that Fertilizer campaign and then only got *one tenth of one percent.*"

"Who'd you sent it to—a bunch of apartment dwellers?"

"No, you dope, that good looking, convincing copy that you praised so highly went to five thousand names taken from the Telephone Book, City Directory and Income Tax lists. What, please, was the matter with that?"

"Well, in the first place, a good many of the people on your lists live in city houses, with no garden and only a very small amount of grass to cultivate. Certainly not many of those fellows are going to buy Fertilizer, no matter how attractive your proposition might be."

"And in the second place, a lot of the names on your list were undoubtedly of renters, some of whom wouldn't spend a dime on another fellow's property. Listen, Henry, the best salesman in the world, which you're not, can't make many sales if he doesn't call on the right people. One of the most important fundamentals of mail selling is—*have a list that contains as nearly 100% live prospects as it is possible to find.* If you'll go after and develop such a list, you can still sell Fertilizer by mail, and profitably."



D.M.A.A. Library is often asked for ideas . . . on changing location. Here is a good one used by a photographer. Was printed photographically on a post card and mailed one cent to all customers.

**METAL ADDRESS PLATES
NO LONGER NECESSARY
with your ADDRESSING
MACHINE**



**60 DAY
FREE TRIAL**

We will put into your office the particular Elliott machine best suited to your needs. Then we will stencil, free of charge, one tray of Elliott address cards to take the place of one tray of your metal address plates so that you can run these names on the Elliott machine as part of your regular addressing operation, and make a direct comparison of Elliott speed, efficiency and costs as against the system you are now using. No obligation whatsoever.

**50
Models**

Elliott
ADDRESSING MACHINES

**\$50
To
\$5000**

The Elliott Addressing Machine Company of 127 Albany Street, Cambridge, Mass. Sales and Service offices in all principal cities. See your local classified telephone directory.

Because

an all-fiber address card has been invented which can be chemically softened so that your ordinary typewriter will emboss an address into it. In a few minutes it will harden and then print 200,000 addresses in your addressing machine. In fact, it is guaranteed for a daily use of twenty-five years.

Because of this invention, the noisy punching presses that are necessary to emboss addresses in metal address plates can be entirely eliminated and your Addressing Department will then make no more noise than your regular typewriter. And it is easy to change from metal address plates to these new Elliott address cards because they will fit in the same cabinets that now hold your metal address plates.

Thousands of concerns have already changed from metal address plates to Elliott address cards. In so doing they have eliminated the necessity of expensive and noisy embossing equipment, have cut addressing costs, and have speeded and simplified their entire addressing operations.

Elliott Addressing Machine Co.,
127 Albany St., Cambridge, Mass.

We are interested in your 60 Day Free Trial offer and would like to have further information. The size of our mailing list is

Name.....
Position.....
Company.....
Address.....



FOR
Cool Business Heads



There is a fine title,—and an appropriate cover. *Your reporter* received his copy on the hottest day of Chicago's summer. And printed too in a nice *cool blue*. Just the title in black.

Issued by Consolidated Edison Company of New York. A twelve page, 8½ x 11 booklet on air conditioned offices. Good cool looking illustrations too. Fine work.

Failures

The 21st Annual D.M.A.A. Convention will deal mostly with *successes*. It has been suggested that there should be some room for a discussion of *failures*. O.K.

Advertising men rarely like to admit failures . . . but we all know that there have been plenty of failures. Those courageous souls who will dare to tell the sordid truth are invited to bring the skeletons to the group study clinics at Chicago. Present the case in the correct departmental . . . and get the diagnostician to uncover the reasons. That should be a lot of fun. Reporters will be excluded.

Another One Color . . . not black . . . Job!

Recent booklet of the National Paint, Varnish and Lacquer Association, 2201 New York Ave., N.W., Washington, D. C. Printed entirely in red—even the type-writer type—on grey stock. Its title, "Look Peasant, Please!" It is too hard to read.

"Advertising Makes Work!"

Your reporter continues the notes taken at the A.F.A. Convention (direct mail departmental) in Detroit. Here is the afternoon program. We give you the highlights.

E. J. Poag, speaking:

Director, Merchandising-Advertising, Dodge Division, Chrysler Corporation, Detroit, Michigan. Subject: How We Get the Dealer to Put Direct Advertising to Work.

Direct mail demands straight thinking. The sounder the thinking, the better the campaign. It requires more work to build a simple campaign . . . one that is right on the "nose" . . . one that translates accurately the theme . . . than it does to build a pretentious, perhaps involved campaign.

Direct mail is merely a vital part of a whole program. We need all types of forces to win a war . . . the heavy artillery, the light artillery, the infantry, the airplane forces, etc. The more perfectly these forces are coordinated, the more sure we are of favorable results.

Most of you can remember when a national campaign of 50,000 names was a big event. That was the time when its creation and production was delegated to cubs of the advertising department. Even today it is not so unusual to find an advertiser spending from \$500 to \$1000 on a piece of art work to be used in a magazine and putting up an awful squawk if a commercial artist charges him more than \$25 for a piece of art work in a direct mail folder.

Depression taught us a lesson. It proved the tremendous value of direct mail. We learned more about its supplementary and supporting power when hooked up with magazines, newspapers, radio and outdoor advertising.

During tough times most advertisers were faced with the necessity of getting the biggest possible run for their advertising dollars. With Dodge we worked out ways of tying it in inseparably with *selling*.

Don't misunderstand me. I don't wish you to run away with the impression that I think we could depend on direct mail alone to do a pre-selling job. What I am trying to convey is that in our kit of sales tools . . . the hammer is publication advertising, the saw is radio and the T-Square is outdoor advertising . . . and direct mail is the plane that does the finishing job of pre-selling.

Automobile manufacturers were among the first to recognize the use of direct mail. They and their dealers have definitely placed it in a secure position in automobile advertising. A glance over the figures showing the volume of direct mail used by automobile advertisers in 1937 shows that it has increased at least 10 times or more since 1930. In many companies never before in history has it employed a larger share of the entire appropriation.

Each year sees us getting out four or more direct mail campaigns to the 5 divisions of our business, viz., Dodge Passenger Car, Dodge Truck, Plymouth Passenger Car, Used Car and Service Campaigns.

In 1937 we used 12,200,000 mailing pieces and in almost every case the factory shared a big part of the cost with the dealer.

Every month every Dodge owner receives the Dodge News . . . an 8 page two-color tabloid size magazine that deals with both sales and service.

Some advertisers look on direct mail as merely an advertising medium. We at Dodge look on it as not only good advertising but as a potent merchandising and sales promotion medium.

We never lose sight of the fact that we and our dealers who are partners in the cost of the campaign, are getting value received from a pure publicity and advertising viewpoint alone; and we feel that any retail follow-up activity stimulated by our campaigns is just so much velvet. That's why on a \$100,000 direct mail program, we do not hesitate to spend an additional thousand or so in a special campaign directed to dealers' to guide them in their follow up work.

If you wish to succeed with the Direct Mail advertising, be sure that your theme is well thought out. Make certain that the copy possess this extra margin . . . be sure that the art work represents this extra margin. Make certain that the promotion work among your field men and your dealers is the kind with this extra margin. See that the follow through on the part of dealers and salesmen represents this extra margin. That's the only way to raise yourself above mediocrity . . . that's the sure way of attaining the goal of excellence. The extra margin is more difficult to attain but the gratification that comes with it makes for more happiness and more profits.

M. M. Welty speaking:

Advertising Manager, Philgas Department, Phillips Petroleum Company, Detroit. Subject: Selling Fried Eggs, Ice Cubes and Baths with Direct Advertising.

In our company, advertising is looked upon as a sales-engineering or sales-building force—a sane, sensible and human sort of thing which is sometimes subject to the same frailties and foibles which are encountered in the actions of normal human beings.

The four objectives in Philgas advertising can be summed up as follows:

1. Help find prospects—for new customers and for additional appliance sales to old customers.
2. Help close prospects.
3. Help keep customers sold.
4. Help make better salesmen and dealers.

When we start to plan our advertising, we have five questions to ask ourselves.

1. *Why* is the advertising being planned? What specific objective or objectives is it supposed to accomplish?
2. *What* do we have to interest the prospect—what merchandise, what special incentives to action?
3. *Who* is the advertising supposed to reach? Prospects or customers?

(Continued on next page)

Good Idea



I am sending you a copy of the June-July issue of "The Case Eagle"—our house magazine.

You will note the rather unusual treatment of our front cover. This is a picture of one of the boys in our printing department who is a compositor in charge of the make-up of this magazine.

This might be of sufficient interest for a news item in the columns of your fine publication.

E. R. Durgin, Editor, *The Case Eagle*, J. I. Case Company, Racine, Wisconsin.

REPORTER'S NOTE: Hope E. R. Durgin will be on hand at house magazine departmental, September 28th, in Chicago. *Case Eagle* is now in its 21st year and consistently effective.

Warning to Printers

We see that printers are still being solicited to pay for licenses to produce "patented" direct mail pieces. One of the silliest is for a variation of the ordinary four page letterhead, with fold at bottom, off center, so that letterhead shows.

Your reporter believes that the United Typothetae of America should conduct a campaign (1st) to warn all producers against being suckers (2nd) to force a review of all patents on printed forms (3rd) to defend all printers who are threatened or sued for infringement. Why not wipe out this patent racket, that makes direct mail producers look like a bunch of amateurs?

Wait a Minute

A writer in *The Advertiser's Sketch Book* of 1938 . . . in an article entitled "Direct Mail Advertising—Whose Baby Is It?" starts off with this:

ADVERTISER? ADVERTISING AGENCY? PRINTER?

"When Radio Advertising (the infant in the advertising field) is growing by leaps and bounds through a very short period of years; while Direct Mail Advertising, the oldest form in the history of advertising has grown so little; the question arises—Why has the form of Direct Advertising growth been stunted? Whose job is it to give it that normal healthy growth like other forms of advertising?"

That is getting off to a bad start. Direct Mail has grown "so little" in the years since 1900 that it has made the Postal Service the largest business in the world. Compare the yearly volume:

1890—61 million

1900—102 "

1910—224 "

1920—437 "

1930—705 "

1937—727 "

1938—This fiscal year, ending June 30, estimated highest income in history, (probably 1 million higher).

This growth has not been due entirely to enlargement of population or to an increase in social correspondence. The per capita postal expenditure in 1890 was 97 cents. In 1920 it was \$4.37. In 1930, it was \$5.75.

[See Leonard Raymond's figures in *Printers' Ink* for ratio of postal receipts to Direct Mail volume.]

Direct mail has grown because it has demonstrated its effectiveness. *Your reporter* cannot resist the temptation to declare that there's too much twaddle published about direct mail. Maybe even this *reporter* should keep quiet and let an irresistible force grow of its own momentum.

Good Advice

Adwriter and artist Walter Koch, Stormville, N. Y., sends out a four page french fold duplicated hand lettered message—which carries this advice in part:

"It has been said that business, like a wheelbarrow, does not get anywhere unless it is pushed. Advertising is the pusher. Will Hays".

"Swell . . . but I think Mr. Hays missed a bet here . . . and it is that what's also needed is BETTER advertising—simpler, more human and original, right down to earth."

"Advertising Makes Work!"

(Continued)

4. *Where* are the recipients located and how are we to reach them with this advertising?

5. *When* and how is the advertising to be used?

After the planning is done, the preparation starts. Here again, we have certain principles which we try to follow:

1. Talk in terms of what the product will do for the customer. That particular principle accounts for the title of my talk "Selling Fried Eggs, Baths and Ice Cubes by Direct Advertising." We are not selling gas, gas ranges, water heaters or Electrolux refrigerators—we are primarily selling *results*.

2. Use illustrations instead of words wherever practical.

3. Make the literature reflect the quality of the product insofar as it is economical to do so.

4. Suit the style, tempo, appearance, and size of the literature to the purpose for which it is intended and to the manner in which it is to be used.

Then, after having prepared and produced the advertising, there are certain principles which we follow in its distribution and use:

1. Study all possible distribution plans to avoid waste circulation.

2. Train the salesmen and dealers to use the literature in the way, and for the purpose, for which it was created.

3. Where practical to do so, let your salesmen and dealers know the value or the cost of the literature which they are giving to use. This helps cut down wasteful or extravagant use of the material and impresses the men with the money which you are spending to back up their personal sales efforts.

4. If select mailing lists of good quality are not available for use, then use entirely non-selective distribution to save the unnecessary expense of individually addressing literature.

There are a few miscellaneous ideas which we follow:

1. We sell our salesmen and dealers on the value of our advertising. 50% of the value of our advertising depends on whether or not our own organization believes in it.

2. We don't change our advertising themes or pieces just to be changing. If a piece is working, we keep on using it. There is a tendency for salesmen and dealers to get tired of constantly seeing the same old stuff day after day—but by changing the cover or the color when reprinting, we often preserve the fundamental characteristics of a piece of literature, and please the salesmen at the same time. That saves money and reduces your gamble on new literature "clicking."

3. We get into the field often enough to make sure that what we prepare for the sales force is practical to use. We must keep up with changing conditions.

4. We solicit our district managers, salesmen and dealers for ideas.

5. Where possible and practical, we try to coordinate the theme of our various forms of advertising so that one medium reinforces the other.

I leave one thought in your minds. We're not selling gas service, modern gas ranges, automatic water heaters or gas-operated refrigerators. We're selling less work for the housewife, better cooking, more leisure time, cleanliness, health. Yes—we're selling fried eggs, baths and ice cubes.

Norman Taylor speaking:

President, National Selling Service, Chicago. Subject: Follow Through.

Advertising is on trial—on trial as never before since it took rank as one of two great tools of commerce. Our first inspection shows the works to be badly out of balance—that it cannot keep time with the time. We find we are both overshooting and undershooting our mark. Our long range firing is terrific, our short range firing is horrific.

Year after year, you and I have played up the power of publicity to the point that we finally made the bold claim that advertising sent 75% of all potential buyers right into the motor car salesroom to make a specific selection. We pounded that claim through until we found a customer—the retail automobile salesman. So he sat himself in a comfortable chair on the salesroom floor and waited for 75% of his prospects to present themselves.

Reversely, a localized motor car merchandising program was prepared. It was formulated for the specific purpose of getting the salesman to go out on the highways and byways and make a personal pitch to the prospect. Localized and personalized advertising was used—plus a genuine retail sales incentive. The month was March, business was bad, the weather terrible, the national program definitely curtailed, sales were in a slump, merchandising energy was at low ebb, but—the second ten-day period showed a turn-over improved by 22%.

Why pull the poke of publicity—why not give advertising a sporting change—why not Follow Through. What is Follow Through? It's the force that gives direction to energy. In advertising it is the force of publicity that makes national advertising most fully express its energy on America's Main Street.

Good direct mail advertising—well planned and well executed—is the key grip to Follow Through. It localizes and intensifies the full force of all generalized activity. It gains localized support for a nationalized activity. It builds behind-the-counter support. It gets the dealer and salesman actively into the picture.

Let's recognize the truth about advertising—its success must begin out on Main Street—at the far end of the line. Success comes to us—not from us. Good advertising should reach its highest point of potency out where the sale begins. Our thinking and our planning should begin at the end, not at the start of the sale.

REPORTER'S NOTE: Again, congratulations to Dan Jacobs of Detroit for his excellent Direct Mail Program. Unfortunately, in these pages, we cannot show the many examples given by the speakers. We've given you the *punch lines* to help your own thinking. Come to the Chicago D.M.A.A. Convention. See the actual demonstrations. Hear the facts about diagnosis—formula—application.

Fishing for Contributions

There seems to be a new rage for unique return cards. Last month we reported an "Ace in the Sleeve" mailing. Best idea for this month is folder of Madison Square Boys' Club. Four pages, size 3¼" x 8¾". Cover is crayon drawing of "poor boy" on tenement fire escape holding a pole. Below is a wash tub. Lettering reads, "Jimmy's fishing for a whale". Attached to end of pole is a real string. It runs down and through a hole in picture of tub. Inside copy continues . . . a whale of a big catch that's waiting for him at Clear Pool Camp.

The end of the string is caught in nose of cut out fish—which in turn is attached to third page of folder by insertion in a die cut slot. Pull the fish out of slot and on reverse side is printed: "Mr. E. Coster Wilmerding, Clear Pool Camp, 312 East 30th Street, N. Y. C. I want Jimmy, or some other boy, to have a chance at real fishing this summer. Here's my check for \$ to give him weeks of wholesome outdoor life at Camp. Space to sign name and address."

Sales story is well written. Hope the fishers came back with lots of checks.

That Dangerous Moment

Since the Standard Envelope Mfg. Company of Cleveland credited the D.M.A.A. bulletin for the information—we will credit S.E.M. Company for a thought working recent mailing.

Envelope bears a two color reproduction of a parachute jumper just ready to pull the string to open the chute—and the wording "That dangerous moment." Inside copy is excellent and worth repeating, because it is good sense.

At the instant your busy, undecided prospect hesitates about sending back that return envelope or return card, that sale hovers on the brink. The slightest resistance may send your mail-sales effort over the edge and into the waste basket.

The time and trouble required to write his name and address on the return envelope or return card may be just enough to balance the scales against you. A return envelope or return card with his name and address already filled in makes it easy for him to make the decision you want him to make—to send it back to you.

A recent bulletin of the Direct Mail Advertising Association quotes tests proving that the results of this method are well worth the cost of double addressing.

But there is no need for double addressing. Just expose the filled-in return envelope or return card through a window in the outgoing envelope.

Why it is a Good Investment

Early this summer, a questionnaire was mailed to all D.M.A.A. members, Reporter readers and past-convention delegates.

We brazenly opened up and asked for criticisms, suggestions, kicks or pats. All returned forms have been analyzed by the convention committee. Not a kick but what has been corrected in the present plans. Most of the suggestions are along lines being followed by the program builders.

On the questionnaire, we asked WHY people attend a D.M.A.A. Convention. Here are some illuminating answers:

"1. Meet old friends. 2. Exchange ideas. 3. Get away from the office for 3-4 days on excuse of business conference."

"Sometimes just one idea that is gleaned at the D.M.A.A. Convention will repay the cost of attending many times over."

"The things I like most about a D.M.A.A. convention, in the order of their importance are: 1—the general exhibits; 2—direct mail leaders exhibit; 3—section on house magazines (because I am an editor); 4—the general sessions."

"The best statement I can make to the effect that it is a good investment to attend a D.M.A.A. convention is to say that I have attended every annual D.M.A.A. convention for the last twelve years, except one: that in Philadelphia in 1928. They are all worth while."

"Unless one is a total loss mentally, he is certain to get his money's worth in ideas that will last throughout the year."

"I have never failed to take something home with me from a D.M.A.A. Convention that could not be put to work for my own concern."

"I always like the Conventions—never have missed a Convention (since I joined the Association) nor missed a session of any programme."

"The contacts, the direct mail selling discussions and talks. Seeing friends who have similar interests but are so far away that I only get to see them once a year, makes the whole thing worth the price of admission to me."

"Hearing speakers first-hand, under the inspiring influence of an enthusiastic audience, is conducive of learning and retaining more than by reading critically in cold type when the major ideas and conclusions brought out in session are so readily overlooked when read, or summarized."

"Selling is fundamentally the same whether you are promoting sun lamps or shingles. Many worthwhile ideas can be picked up and adopted to any direct mail activity. Two heads are always better than one."

"I should like to see in this Convention of ours some thought given to the problems of the one-man advertising department, wherein the advertising manager writes copy, makes layouts, plans whole campaigns, buys paper, envelopes, printing, engraving, and carries on the whole work of acquainting consumers with his company's products."

"I have attended all but two, and one of those I couldn't because I was not in the U. S. A. This proves I get something valuable each time I attend."

"We have learned how to control production at minimum expense."

"Every convention gives the serious-minded delegate one or more ideas that pay real dividends."

"Have attended 10 conventions and in every instance have gotten ideas that saved my firm more than the cost of my expenses—and time."

"Learn from others how to do your own job better."

A Patent Case reaches the End of the Road!

Since we have said so much about patents and since The Reporter believes in telling the truth about direct mail . . . it becomes our duty to report that a man we admire recently lost his patent suit. The Harry Latz patents were declared by the United States Circuit Court of Appeals to be *invalid*.

"The use of figures with breathers was long known, and the insertion of the name of each addressee in advertising matter equally so. The patentable novelty supposed to exist in the Latz device consists of the insertion of the name of the addressee within the border of the breather. The idea that such a placing of the addressee's name involves invention or justifies the monopoly afforded by a patent seems to us entirely unfounded."

"All sorts of variations of this advertising can be readily imagined and actually created without calling for the exercise of any inventive faculty. Such advertising as is shown in defendant's exhibits A-1 and B-1 illustrates ordinary types of advertising which lack only the insertion of the name of the addressee within the border of a breather to come within the patent. That an advertiser would become an infringer by inserting the name of his customer within that border seems fantastic."

That decision may set a precedent for other patent suits . . . if there are any more suits. The judge's closing words concerning "all sorts of variations" could be applied to almost any patent in the direct mail field. Printing, paper, die cutting, art work, cartoons, individualizing, addressing, layout . . . all are old arts. "Variations . . . can be readily imagined."

Word reaches your reporter on a hot night beside Lake Michigan that this Latz case will be carried to the Supreme Court. Without wishing to interfere with the due processes of law, and certainly without prejudice in favor of the specific infringers, I'd like to write an open letter to Harry Latz:

I'm glad that you lost that suit. And so, are you! First, because it is the opening wedge in cleaning up a serious sickness in the industry you like so well. Second, because now that you are free forever of the job of watching out for "infringers" you can devote all your time to the creative selling genius you so undoubtedly possess.

I like the advertisement you ran after the adverse decision. "No one can produce a Latz letter like Latz." That's the truest statement you could make. Bill Kier, Homer Buckley, Bob Ramsay, Victor Eytinge and others were playing around with individualizing when you and I were going to school. You created a variation of a style, not a patent—a distinctive Latz style—just as distinctive as the Jack Carr type of copy. You can be imitated—but never excelled.

So let's stop worrying about patents. No court in the world, legal or advertising, can invalidate your exceptional and tremendous ability. Good luck always.

Sincerely,

H. H.

SHARP SHOOTING . . . with Sam Slick

THE Sun Life Insurance Building in Montreal is not, as was stated here a little while ago, the tallest building in the British Empire. John A. Findlay of Toronto says: "I am writing this letter from the 22nd story of the Star Building. To the east of me I can see the Metropolitan Building with 22 stories, the Royal Bank Building with 20 stories and the Bank of Commerce Building with 34 stories."

★★ The Country Gentleman ran an advertisement, and a good one, on the subject of Skyscraper-itis, a disease that makes country boys forget where they came from when they get offices in Rockefeller Center and have advertising money to spend. Capper's Farmer liked the ad so well that they asked permission to reprint it and send it out to their own list. It took a little imagination to see that both papers would profit by the unconventional attitude of Capper's Farmer.

★★ Sophistocrats is a new word in advertising. So far it only means people who like Robert Burns panatellas.

★★ The Story of Od and Ad and the 2 Stores, which broke out in several hundred newspapers recently, as first in a series to promote newspaper advertising, seemed to me a little naive. Od, who failed by the third paragraph, thought that the way to get customers was to keep his prices down, keep his expenses low, rely on his windows. Ad, of course, dolled up his store and bought a lot of newspaper space. By the third paragraph, Ad was as far on the up and up as Od was on the down and out. . . . What made me smile was thinking how like Woolworth and Kresge and a lot of other historic failures, Od was.

★★ Some of the best advertising seen in a long time, the full pages of American Telephone & Telegraph Company, and of Scottisue, both in Business Week.

★★ After thirty or forty years of drabness and severity the railroads started decorating their fast trains and calling them by poetic names. This harking back to the good old days seems to be starting in the bust transportation field also. The buses are being painted in gayer colors and pretty soon they will be almost as gay as the old stage coaches used to be. If the bus lines use a little imagination they can revive a lot of the romantic flavor of the stage coach days.

★★ Best job naming encountered lately: Drybrow, for a sweat band for in-

dustrial workers. Puzzle of the month: Why Macy's ran a picture of a naked baby with the headline Bottoms Up; if it had any other reason than just to be able to say they did it.

★★ People who like to eat pie and ice cream at the same time will be interested in the super-gadgetry of an electric light that attaches to the electric shaver, like a search light on a tractor for night plowing.

★★ Grit, America's Greatest Family Newspaper, published in Williamsport, Pa., has joined the ranks of national mediums that enable advertisers to test different pieces of copy by running two or four different ads in the same issue. Grit not only assures the advertiser that if four pieces of copy are used, each will appear in one-fourth of the total edition, but that all four advertisements will go to an equal number of readers in every town.

★★ Advertising is really getting down to something approximating scientific procedure. Testing is only one phase of this. Others are the checking of readers and listeners. Several organizations are now serving national advertisers in this way. One of these, L. M. Clark, Inc., is now extending its checking service to include the actual cost in cents, or less, of making a brand impression, getting the whole advertisement read, etc.; and giving this information for both men and women readers.

★★ Though the New York Times announced in a long paragraph in its advertising news that "this paper carries today the first consumer advertisement of Townsend & Townsend, a full page prepared by Calkins & Holden" the advertising men who hunted eagerly for the advertisement didn't find it. The story is that the copy ran in an early edition and then was killed—by whom and for what reason, nobody knew. The page ran a day or two later in the Evening Sun. The Townsends have stirred up more conversation in the advertising world this summer than anybody else has been able to stir up in a long time. Whether the Townsends' magic is as good as they say it is, or not, these boys from Georgia know how to get publicity.

★★ The suggestion of that college professor that the whole world has retreated into fantasy, seems to me to have a lot of probability behind it. The excitement among my adult friends over Snow White and the Seven Dwarfs was a revelation. The younger folks did not seem so

excited; in fact many of them seemed to be bored by it. I saw only one performance but my observation of the audience was that while many of the grown-ups were almost ready to roll out in the aisles, the children were not impressed and would much rather have seen a Buck Rogers or a gangster picture.

★★ I have long had an idea that fairy stories are really written for grown-ups and that for several hundred years adults have only been pretending, to themselves as well as to others, that in telling the very young fairy stories they were actuated solely by the desire to entertain the children. I am sure that all fairy stories were invented by grown-ups. Who else could invent them? Anybody who stops to think a minute must realize that to the very young mind the real world is even more magical than the most far-fetched fairy story. For the first two or three years at least the unfolding brain of the child must find the real world as puzzling, as hard to explain and understand, as anything that brain will ever encounter later. Everybody who has observed very young children open mindedly, has been impressed with the direct and logical way young minds work with the information they have. This has always seemed to me to prove that the best thing to do with children is tell them the truth as fast as it can be told—and that the worst thing we can do is tell silly fairy stories and invent baby talk and baby thinking to give them. The baby itself starts right in getting over being a baby, as fast as it can. Adults do their best to thwart Nature. Nature everywhere is interested in getting individuals to maturity as fast as it can be done. Human beings seem to think that dragging out immaturity in babyhood, childhood and youth is a smart thing to do. My opinion is that it is a stupid blunder—and we pay dearly for it.

★★ I seem to have been wrong about the early extinction of the ice industry and the unwisdom of investing advertising money to keep it going; for I am informed that advertising has worked so well the past two or three years that the industry is putting on more steam and will spend ten million dollars in the next three years.

★★ A few paragraphs back, advertising was portrayed as becoming more and more scientific. As a technology advertising is becoming more definitely and mathematically formulated. But as something that has to be sold to a client first, advertising is still a form of magic. The smarter the advertising man the better

SHARP SHOOTING

(Continued)

he knows that the only way to coax the dollars out of the client's budget, and the only way to take an account away from the fellow who now has it, is with bigger and better incantations.

★★ This kind of talk is probably as unseemly as conversation about rope in the house of the hangman, but every top flight advertising man knows that it is true. Serious thinkers in advertising may occasionally land an account by showing the prospective client how carefully they will go about making sure that they are right before they go ahead and spend his money. But when an account is landed this way it is in the same class as to frequency, and comes about for the same reason that now and then a widow marries a man that nobody expected her to. It simply has happened that somebody caught the client and the widow on the rebound—and in a little while both the account and the widow will be wondering how in the world they happened to do it.

★★ It is probably true that giving the prospect what he wants, that is a confirmation of his theory that advertising is magic, is still the best way to sell advertising. And it seems to be the way in which buyers of direct mail like best to be approached. This is the idea that is back of all the patented stunts that infest direct mail. In every case they are presented as magic, pure and simple. There is, of course, some value in novelty or stunt, where the principal obstacle is indifference and the main problem is to get attention at all. But it seems almost as impossible in direct mail as in other fields to get a hearing for the thesis that what works after attention has been gained by a direct mail piece or by a space advertisement, must be the proposition that is offered to the reader. What else can it be?

★★ Direct mail is still largely in the hands of people who think that there is something more direct about direct mail than there is about any other advertising. The name "direct mail" is pure verbal magic. The directness of direct mail is nothing more than selectivity of prospect. When there is no selectivity there is no directness. The only way in which the direct mail message has an advantage over other media is purely mechanical. The direct mail piece is usually able to deliver a longer, more detailed message and make use of more devices for getting action. In other words it is able to present a better proposition in words and pictures after it has gained

attention. I admit that once in a long time a stunt or novelty is highly relevant to the proposition or is of a type that dramatizes the selling point of the piece as effectively as it can be done. But to argue from this that the same stunt will work magically for any and every other proposition is not sound.

★★ Quite a few people in the direct mail industry are convinced that the newspapers are out to get direct mail. The late *Arthur Brisbane* used to snipe away at "circulars that clutter up the mail boxes"—and in his words showed plainly that he was reacting against direct mail simply as a medium used by merchants who should have been using newspaper space. If the newspaper publishers are engaged in an effort to discourage direct mail, it must be on this ground. After their sad experience with more than a hundred shopping news experiments in as many cities, and if department stores have put money into direct mail instead of space to any great extent, it is easy to understand why newspapers might be against direct mail. But if they are, they are using an anti-aircraft gun to bring down a kite. The big volume of direct mail is that of manufacturers who want to reach dealers or other manufacturers. Not the newspapers but the trade and technical publications find in direct mail a serious competitor.

★★ A subject that has always interested me is that of the symbolizing of radio stations. A gentleman in Cincinnati will think that this is just one more example of my "agin-ness", when I say that I think the job has been very poorly done. As almost everybody knows all radio stations in the United States are designated by three or four letters, the first of which must be either W or K. Now probably W was suggested by "wireless" and K by "kilowatt". But it is a fact that except KDKA all the K stations are in the west. As long as different letters were to be used to show eastern or western location, why didn't somebody think of using W for western stations? Then there would have been no slight jokes like WEST for the name of a station in Easton, Pa. And Knoxville, Tenn., could have called itself KNOX instead of WNOX. There are more than 600 listed radio stations but not over thirty, or one in twenty, seems to have given much thought to picking out a group of letters with attention value, or memory value, or some other form of fitness. The smartest station in the country from this viewpoint is WACO of Waco, Texas. Lawrence, Kansas, picked WREN, which is a word in itself, and is taken right out of the middle of the town name leaving two letters at the front and two at the back.

Three stations, WABC, New York, KABC, San Antonio, and WXYZ, Detroit, managed to add a little quality by selecting three letters that habitually go together; and WABC managed also to insure that its name would be the first in any alphabetical list of stations. Other stations that seem to have used a little ingenuity to get something plus into the station name are WNYC, New York; WATR, Waterbury, Conn.; KARK, Little Rock, Ark.; KUMA of Yuma, Ariz.; WCAT of Rapid City, Dak., which suggests wildcat and the west. The Chicago Tribune, calling itself the world's greatest newspaper obviously had to pick WGN for its station. And when the Woodmen Of The World got themselves a station, WOW was a natural. But when you get this far, about all that is left is the idea of picking letters that make a word. In the case of WIND, Gary, Ind., there is a slight connection, but WHO of Des Moines has none. Nor have WAVE, Louisville; WARD, Brooklyn; WEAN, Providence; WILL, Urbana, Ill.; WIRE, Indianapolis; WEED, Rocky Mount, N. C.; or the few in the K list, KATE, Albert Lea, Minn.; KERN, Bakersfield, Calif.; KID, Idaho Falls; KIT, Yakima, Wash.; or KEEN, Seattle. KOIL of Omaha was once owned by a refining company so the "oil" meant something. There was once a station WEAR in Cleveland which was owned by Goodyear and used to say "Goodyear means Good wear."

★★ Though only four installments have so far appeared in *The Linotype News* it is apparent that we are beginning to get somewhere in the Research In Readability of type that is being conducted for the *Mergenthaler* company, by the research laboratory of *General Electric Company*, Nela Park, Cleveland. In another few months there ought to be something definite known for the first time in history, about the readability of type faces. Soon after it will become silly for anybody to argue that one type is easier to read than another, just because the arguer happens to feel that way about it.

★★ Well look at what *Look* has done! In its first August issue the picture magazine from Des Moines had several pages showing the general public how the pictures in the ads are made, how the girl's legs are photographed upside down to prevent wrinkles in the stockings, how the man who seems to be carrying the girl was not really doing so because she was sitting on a stepladder that didn't show in the cropped photo—and so on. None of the giveaways were very serious. Except the stocking picture none of the deceptions involve grave moral turpitude.

But if this thing of taking the ad-reading public back of the scenes is allowed to go on indefinitely, how much conviction will be left in the advertisements? First the public learns that famous name indorsements are bought for cash and that many of the indorsers don't, even wouldn't, use the products. Then they find out that the little dramas and romances that are supposed to be happening at the seashore or the lodge are merely professional models posing in studios under Kleig lights. Pretty soon nobody will believe anything.

★ ★ Something of this same idea is bothering *Variety*. In a recent issue it featured on the first page under a banner heading, Mud-Spattered Glamour, a vigorous article beginning, "One reason for what ails pictures is the fact that actors and actresses have been pretty thoroughly de-glamourized. The bales of printed and mimeographed claptrap have carried (ballyhoo) to dangerous extremes. The public is drenched in petty details, bunk, and evidence that the femme fatale of Hollywood is privately a big clown who pals around with the grips and laughs with her tonsils. Press agents have fostered, encouraged, supplied and pampered an army of peddlers of trivia. Alibi that is supposed to excuse everything is that the rabid goo-goo fans can't get enough of the syrup no matter how big the bucket. That may make sense where the daffy kinds are concerned, but what about the country at large? Do they think it is cute for gorgeous Gloria of the cinema to take a prattfall on roller skates for the special benefit of the candid cameras?"

★ ★ *Variety* believes that the public is becoming bored with pictures and radio. The reason, says this insider of the entertainment world, is that there has been altogether too much visibility and audibility of performers when they were not being paid for it. Ever: if it was all good publicity, there comes a time when the average person is tired of the same subject, the same person. It is recorded in history that a fellow named Aristides was banished from Athens, much to his own astonishment, merely because the citizens got tired of hearing him referred to as Aristides the Just. And only the other day the newspapers carried a story saying that *Edgar Bergen* is already getting a new dummy character carved out to take the place of *Charlie McCarthy* in the near future; for there are signs that public interest in saucy Charlie is waning. Sir Isaac Newton laid the foundations of mechanics with his observation that action and reaction are equal and opposite. The mechanics of publicity seem to confirm this. —Sam Slick.

Build Inquiries Into MORE Orders with CURTIS MONO-POSTS



Mono-Posts place your **complete** sales presentation before your prospect at one time as a good salesman would do. Your catalog, booklet, or samples, travel and **arrive with your letter**. Tests show that this method actually produces more orders.

CURTIS 1000 INC.

HARTFORD

ST. PAUL

CLEVELAND

What do you want to know about Postage?

Dear Elon Borton,

As chairman of the Postal, Mailing and Legal Problems Clinic scheduled for the first afternoon of the D.M.A.A. Convention, I report hereby:

(1) The discussion leaders will be:

Ed Mayer, chairman of the D.M.A.A. and M.A.S.A. Postal Committees, of New York;

Percy G. Cherry, of Might Directories Ltd., Toronto, Canada; (foreign mailings);

David Martin, United States Postal Service retired (September 1, 1938), for 25 years "trouble-shooter" to big business mailers for the Chicago Postoffice; knows all the answers;

A nationally-known attorney, who for ethical reasons connected with Bar Association requirements may not have his name advertised until the last minute;

Your present correspondent (will handle the gavel).

(2) Discussion leaders will each speak for 5 MINUTES, no more, no less, on their respective specialties, spaced out at intervals to allow for subsequent discussion and questions.

(3) Everything "off-the-record", so everyone may speak freely. Marquis of Queensbury rules will be enforced by chairman!

(4) Session will continue as long as anyone cares to stay and listen and ask questions. No recess or 7th-inning-stretches.

I'm bold enough to say the Postal Clinic is going to be worth anybody's \$5. even if he misses the rest of the convention.

Thomas Quinn Beesley, National Council of Business Mail Users, Chicago, Illinois.

FLASHES

Last Minute News

136 persons have sent in registrations for the 21st D.M.A.A. Convention. All readers urged to read list of first hundred coming to you by separate mail. Complete list will be published in September issue . . . out the 15th.

• • •

Direct Mail Leaders contest closes September 10th. Have you entered your campaign?

A ONE COLOR Challenge



As expert in one-color work as in multi-color offset . . . as skilled in letterpress as in lithography! The smallest, most simple printing job doesn't suffer in the Burland plant. It receives the same care—the same attention as the largest job in the shop.

This great care—a Burland principle for 21 years—now receives merited recognition in the award of the Gold Palm of the Direct Mail Advertisers Association to a one-color letterpress booklet by Burland, published for the Superintendent of New York City Schools.

Burland is proud that "All The Children" has been thus honored. The skill and craftsmanship that made that award possible are applied indiscriminately to every printing job in the Burland plant.



PRINTED IN U.S.A.

BURLAND PRINTING COMPANY

New York's Largest Complete Plant

53 ROSE STREET • BEEKMAN 3-7060 • NEW YORK CITY

Ge

Children

NY

K CIT